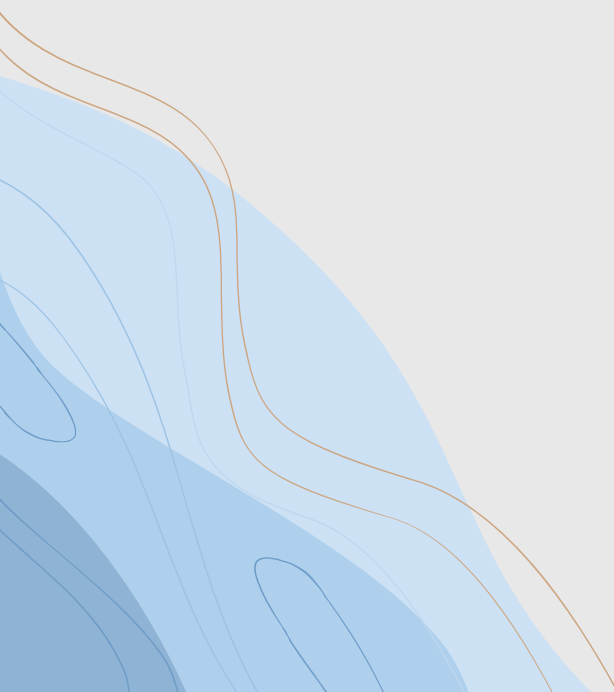




APMP California Capture Adventure Drafting the Executive Summary



Welcome!

Thanks for being part of the adventure!

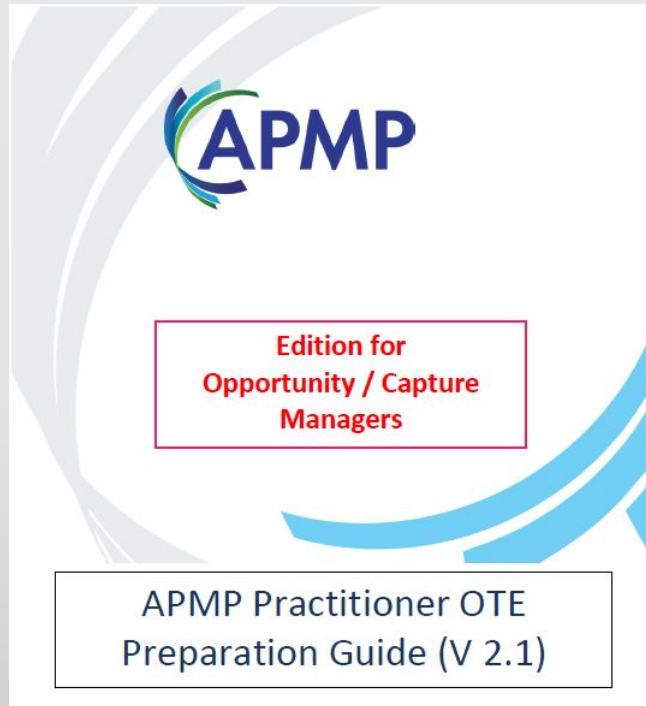


Marie
APMP Professional
Development Chair



Heather
APMP California Chapter Chair

Takeaways



[https://www.apmp.org/resource/resmgr/certification/APMP Opportunity & Capture P.pdf](https://www.apmp.org/resource/resmgr/certification/APMP_Opportunity_&_Capture_P.pdf)



Appendix B - APMP Industry Glossary of Terms (Version 6)

This glossary has been compiled by interviewing more than 50 industry experts from around the globe, polling more than 750 APMP members, and gathering contributions from the writers, reviewers, and editors of the new APMP Body of Knowledge. This glossary includes more than 200 terms that cover a wide spectrum of business development activities with an emphasis on opportunity and proposal development.

Term	Equivalent or Corresponding Terms	Definition and Additional Information
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APMP CAPTURE PRACTITIONER CERTIFICATION

<https://www.apmp.org/page/CapturePractitioner>

APPROVED TRAINING ORGANIZATIONS

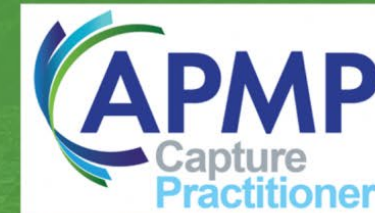
<https://www.apmp.org/page/AccreditationATOs>

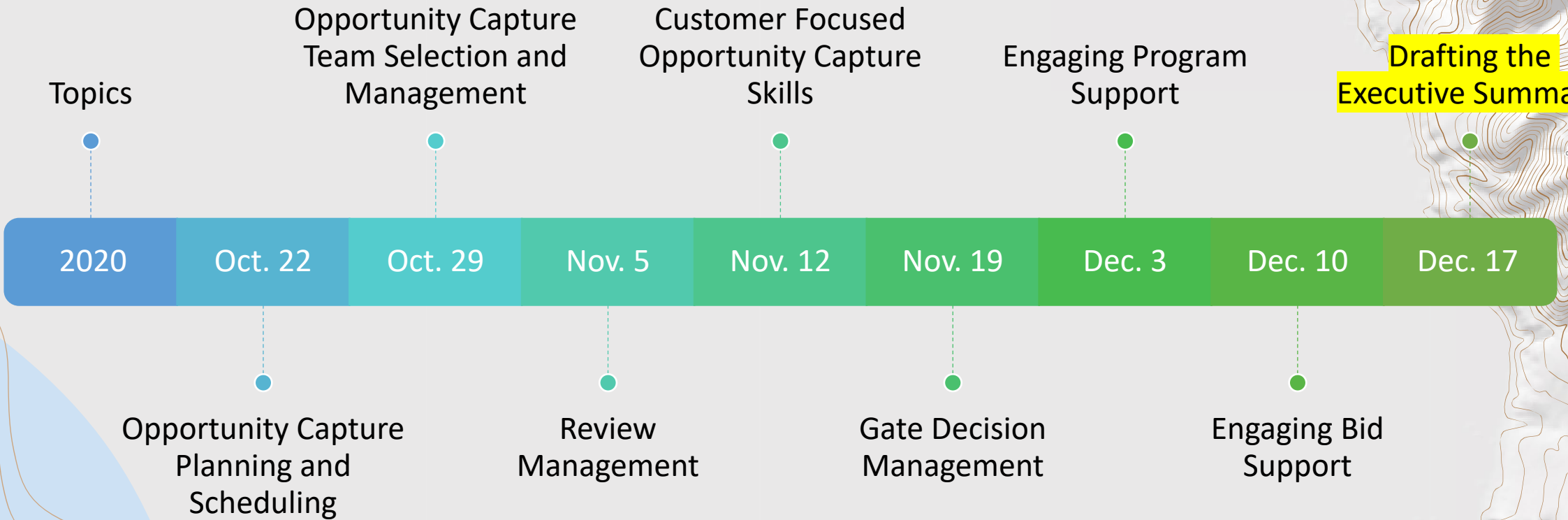


APMP CALIFORNIA CAPTURE ADVENTURE SERIES

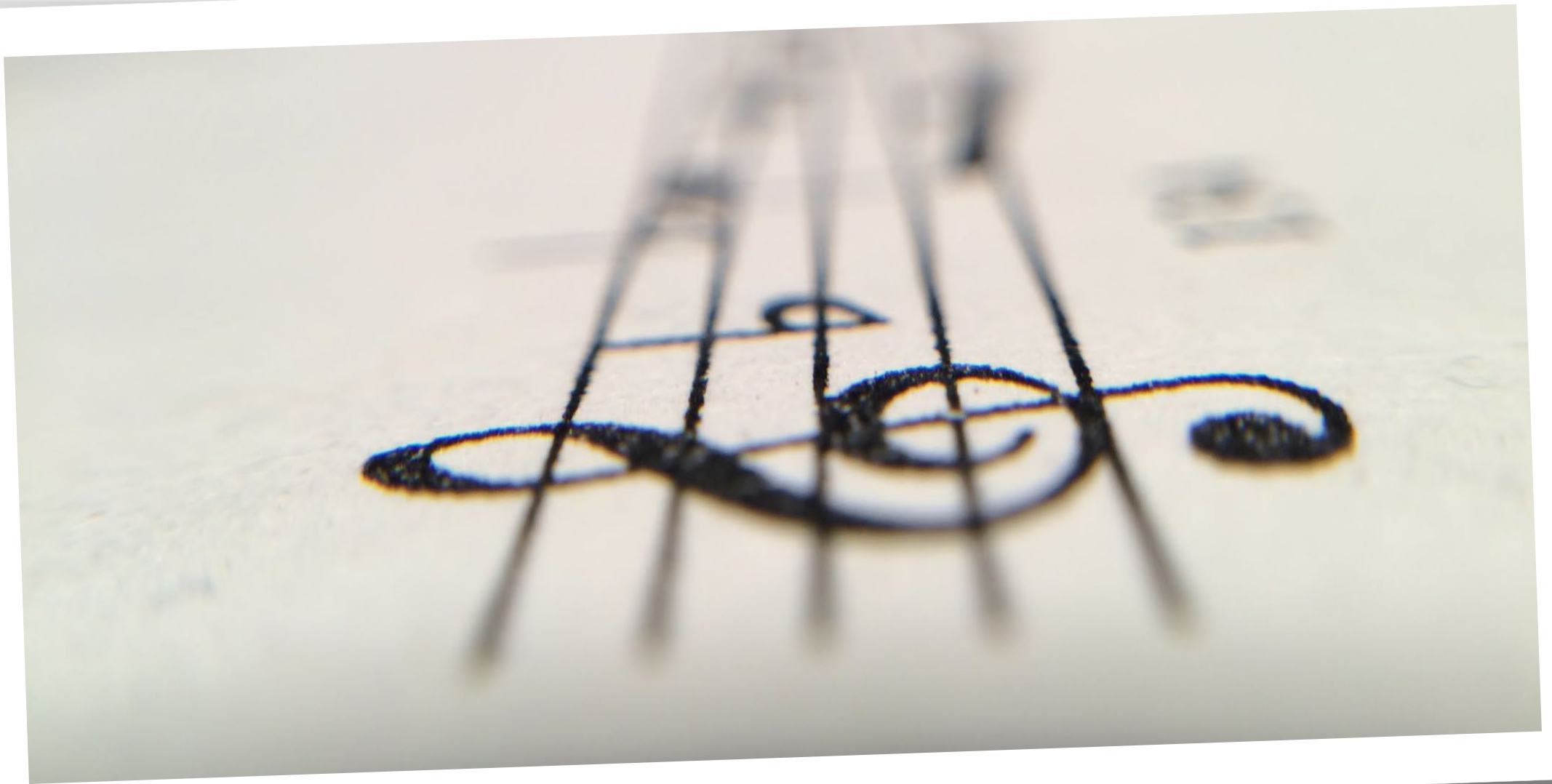
EVERY THURSDAY ON ZOOM | 9:30 - 10 AM
OCT. 22 - FEB. 25

JOIN US FOR A WEEKLY 30-MINUTE
POWER HALF-HOUR TO PREPARE FOR THE
APMP CAPTURE PRACTITIONER CERTIFICATION!









An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright glow and casting long shadows. The water is dark with some whitecaps, and the land is visible in the foreground and middle ground. The title 'Drafting the Executive Summary' is written in large, white, sans-serif font, centered over the image.

Drafting the Executive Summary

Drafting the Executive Summary


- 1 Work with sales to ensure the development of key elements of the Executive Summary.
- 2 Use the draft Executive Summary as a briefing tool.
- 3 Engage Senior Managers to review the draft Executive Summary



APMP Body of Knowledge

The graphic consists of a dark green rectangular background. On the left side, there is a circular logo element made of three curved lines in shades of blue and purple. To the right of this element, the text 'APMP Body of Knowledge' is written in a white, bold, sans-serif font.

<https://www.apmp.org/page/BOK>

A blurred office desk with a laptop, a mug, and papers. The background is out of focus, showing a window with light coming through. In the foreground, there is a laptop, a mug, a pair of glasses, a paperclip, and some papers.

Executive Summaries



Write and use the draft executive summary.



The Opportunity/Capture Manager is the primary owner of the executive summary, but seldom the only writer. The Opportunity/Capture Manager is responsible for the initial draft.

Use the executive summary draft to brief internal management, obtain buy-in, and refine proposal strategies.

Use it to brief your extended opportunity/capture team, including the proposal team, program management, engineering, and key teaming partners and their management.

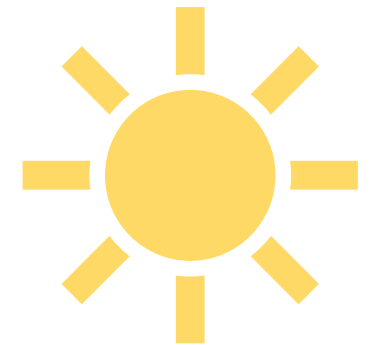
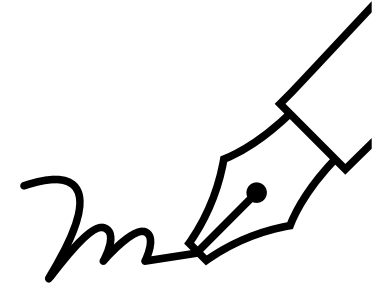
Distribute and review the draft executive summary at the proposal kickoff meeting. When proposal developers understand your key messages, they can align their writing more easily. Equally important, having and sharing the draft executive summary at proposal kickoff will convince contributors that they will be competently managed and that their contribution will lead to a win.

Executive Summaries

<http://bok.apmp.org/bok/executive-summaries/>

1. Draft your executive summary early and ensure customer focus.
2. Write and review early.
3. Use your executive summary to make an impression.
4. Clearly indicate your proposal's responsiveness and compliance.
5. Assign writing and review responsibilities strategically.
6. Mirror your executive summary themes in the proposal cover, title, and cover letter.

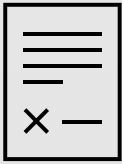
Best Practices



Executive Summaries



A good executive summary provides a value proposition that helps evaluators choose you.



Always include an executive summary as a stand-alone document unless the proposal is very short. Follow instructions if provided. Follow instructions if provided.



Begin a draft executive summary during opportunity/capture planning so that it's available for the proposal kickoff—and get it approved early.

Use it as a briefing tool to drive the direction of first the opportunity/capture team and then the proposal team.



Allow time for changes and be sure to do a final proofread, while keeping production schedules in mind.

Plan before writing. Adapt your approach to the time available



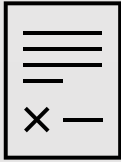
Write executive summaries for nontechnical, upper-level decision makers.

Executive Summaries



Tie major discriminators explicitly to customer issues.

Match the goals and priorities of the evaluators. Give them good reasons to select you by showing them the unique value of your solution with relevant proof points.



Mention the client first and benefits before features. Show your solution's compliance.



Use a clear writing style and include graphics to add emotional appeal. Avoid too much technical detail. Include high-level pricing and related value propositions unless prohibited or irrelevant.

Ask the salesperson (or Opportunity/Capture Manager) who knows the client best to write the draft executive summary. Enlist a Proposal Editor, if you have one, for final edits and a mix of client, technical, competitor, executive, and proposal skills for reviews.



Keep your executive summary short. Use a structure that works. Each executive summary differs for each opportunity because the client, evaluators, competitors, and solution are all different.



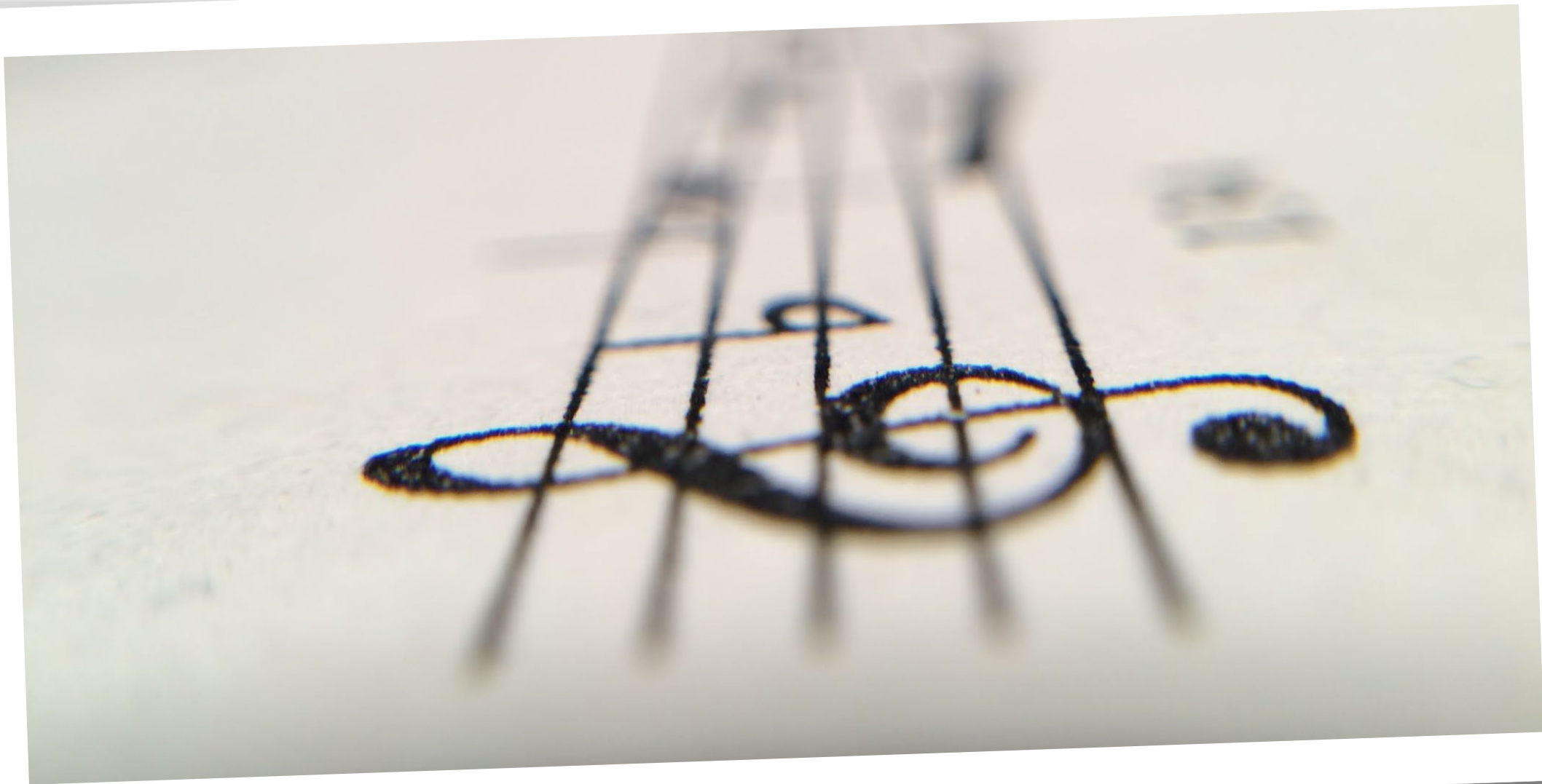
<https://www.apmp.org/events/EventDetails.aspx?id=1380548&hhSearchTerms=%22executive+and+summaries%22>

What will you learn?

Strong Executive Summaries focus on the customer and begin to sell your solution. Learn simple techniques to create powerful Executive Summaries every time



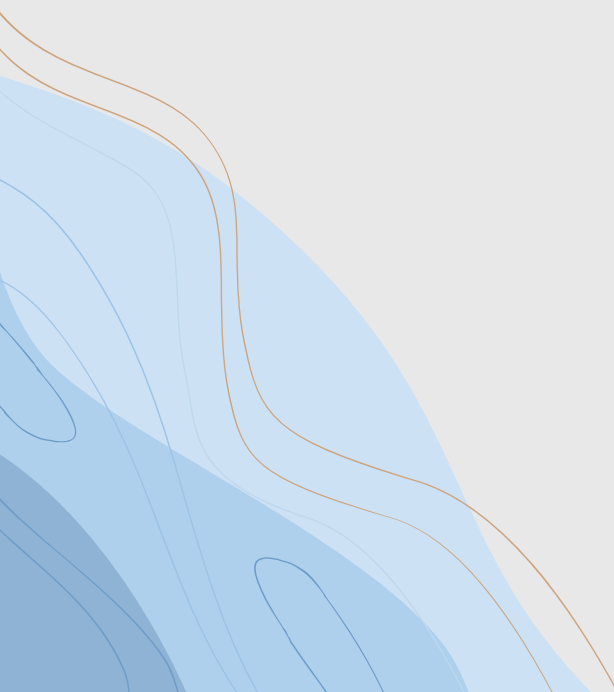
Resources





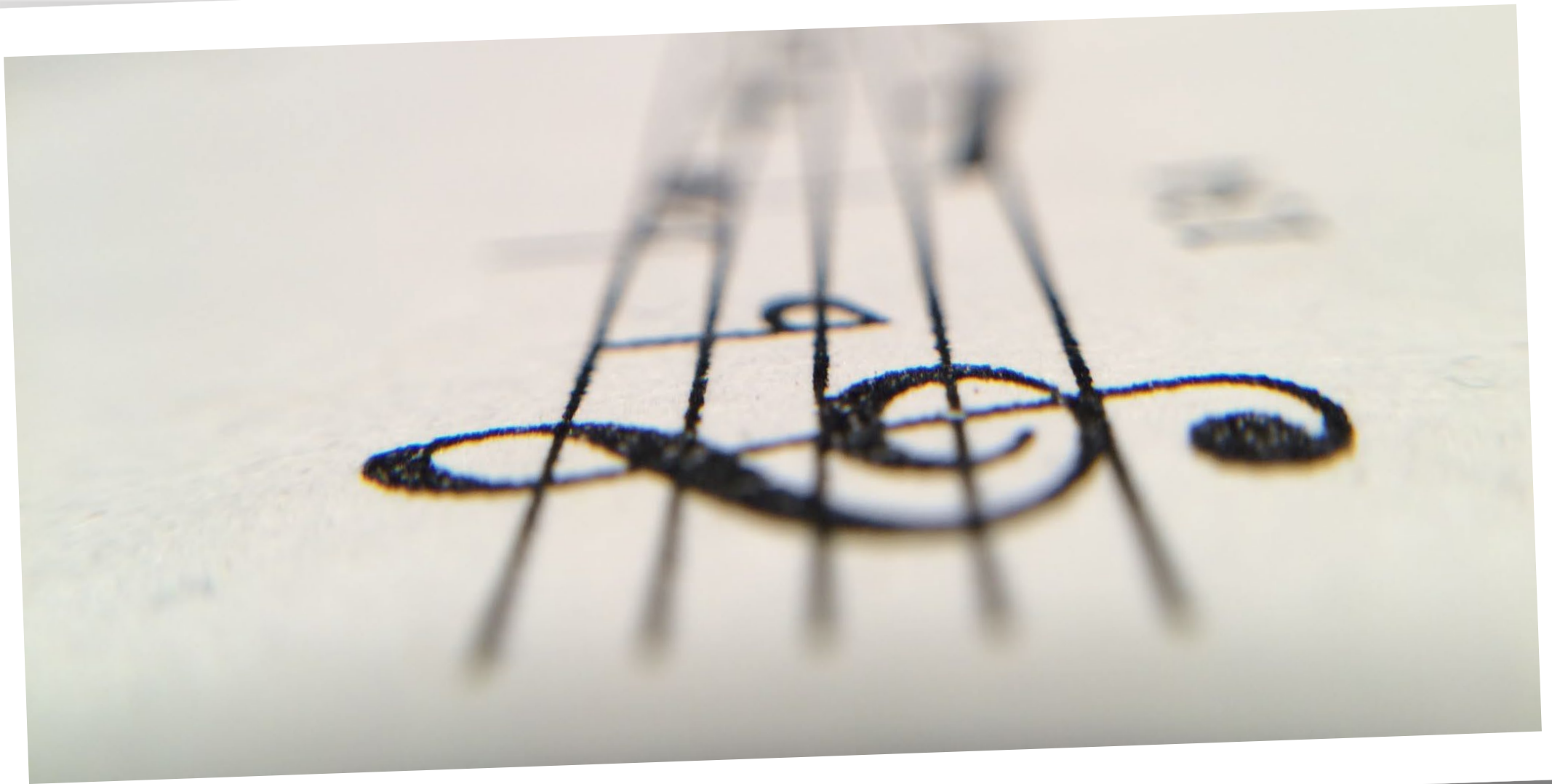
APMP California Capture Adventure

What can you take away?



An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright glow and casting long shadows across the water. The text "Can you capture every moment?" is overlaid in white, centered on the image.

Can you capture every
moment?



CAPTURE AND BUSINESS DEVELOPMENT CONFERENCE

JANUARY 28, 2021 | ONLINE



Virtual Events Calendar

APMP Community Calendar

https://www.apmp.org/events/event_list.asp

APMP Webinars & Recordings

<https://www.apmp.org/page/APMPOnDemandStore>



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